

\$1 trillion is too much financial power to ignore.



America's 55.8 million smokers are a powerful economic force. If their household income of \$1 trillion were a Gross National Product, it would be the third largest in the world. The plain truth is that smokers are one of the most economically powerful groups in this country. They help fuel the engine of the largest economy on the globe.

**The American Smoker-
an economic force.**

PHILIP MORRIS
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Source: The Roper Organization

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